

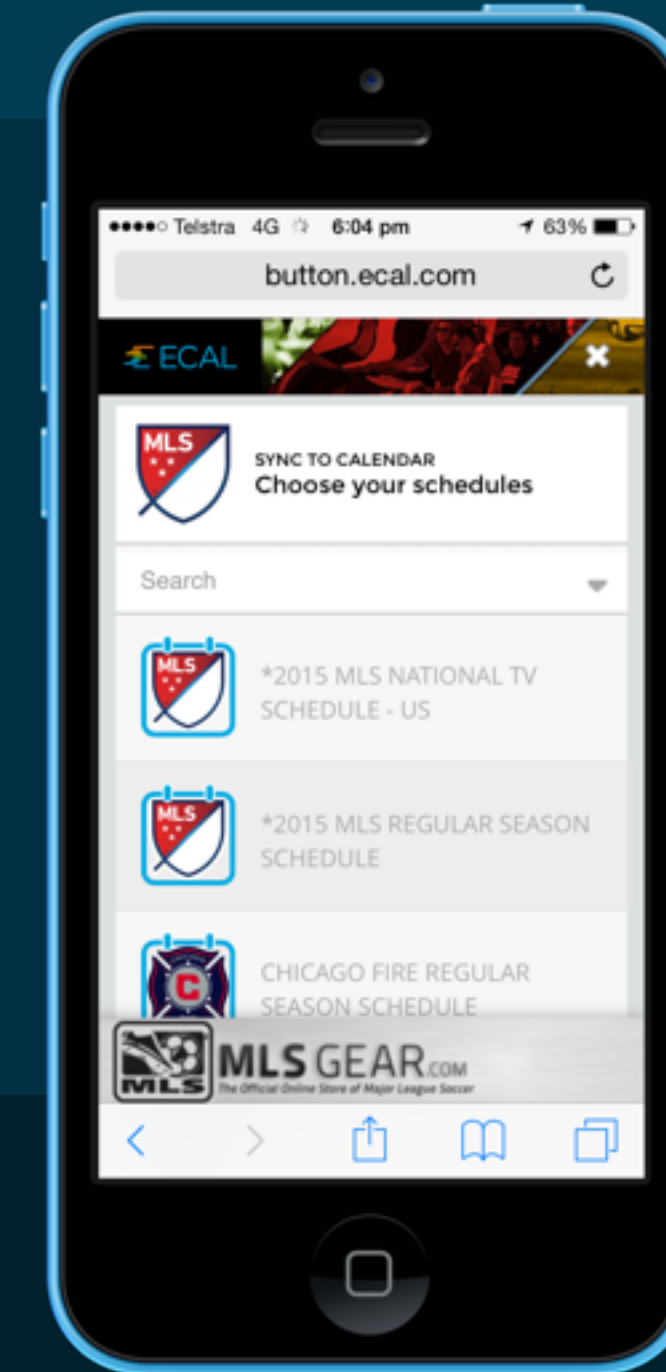
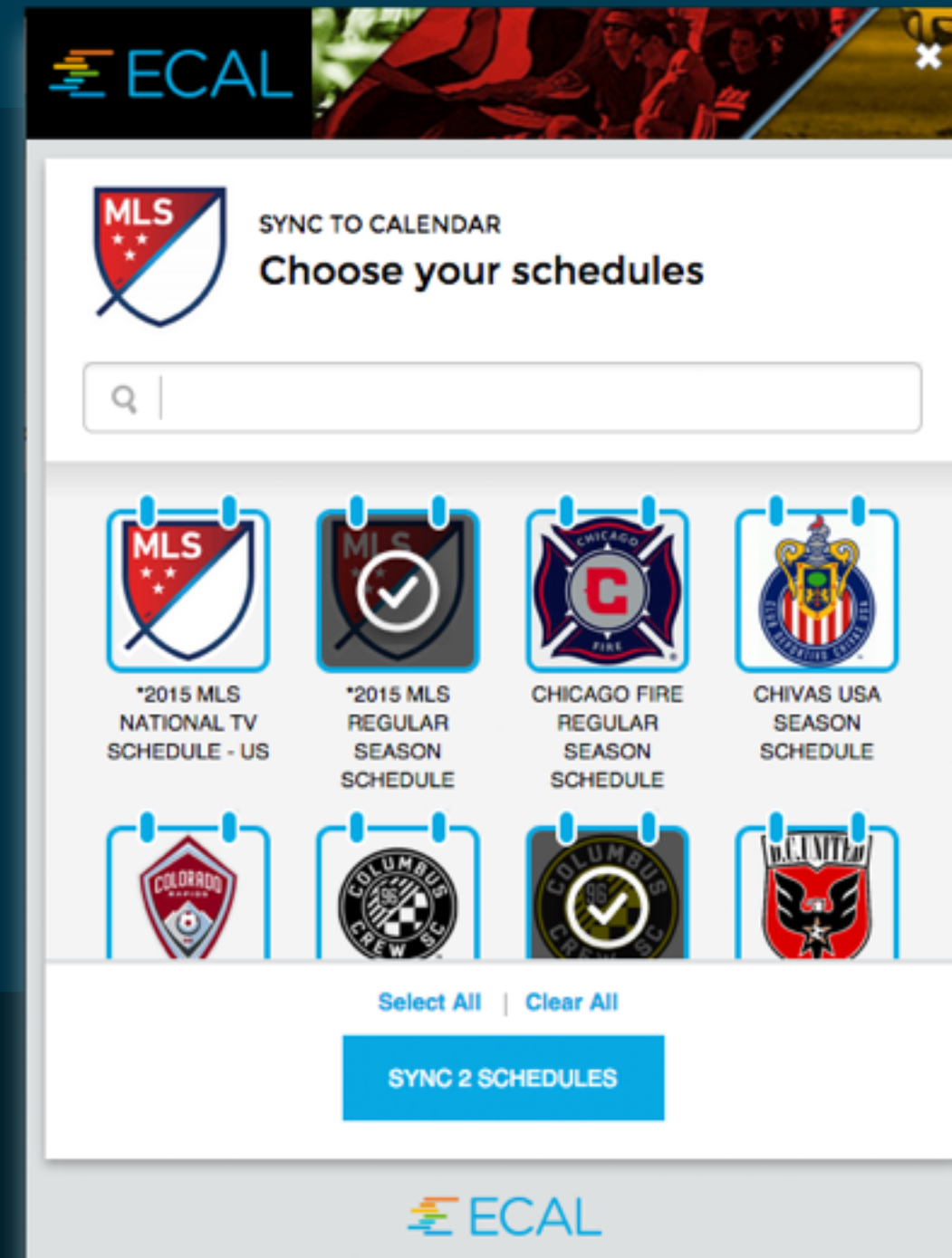
OVERVIEW THE SUBSCRIPTION BUTTON



INTRODUCING + 'THE BUTTON'



+ 'THE ICON'



When clicked, the ECAL Subscription Button/Icon launches your pop-up display, on any device.

There are two versions of the 'Subscription Button' that open to a pop-up display of your eCal schedules on any device. Your customers can choose their content, select their calendar program and sync. The button delivers more integration possibilities, in more places, to drive more users.

WHERE TO PLACE THE BUTTONS & ICONS



The new Subscription Button is created from the 'Widgets' menu in your eCal Admin.



ADD THE ICON TO YOUR + 'SOCIAL BAR'



Add the ECAL social icon to your social bar next to Facebook, Twitter etc.

ADD THE BUTTON TO YOUR + 'SCHEDULES PAGE'

MY HEART BEATS TRUE
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HOME SEASON 2015 NEWS DEE TV THE TEAM THE CLUB

Fixture & Results

SYNC TO CALENDAR

Match	Venue	Time	Home/Away	Info
Round 1 Saturday, April 04				
Melbourne v Gold Coast Suns	MCG	1:40pm	H	TV & Radio Host TV Network: FOXTEL
Round 2 Saturday, April 11				
GWS Giants v Melbourne	SO	2:10pm	A	TV & Radio Host TV Network: FOXTEL

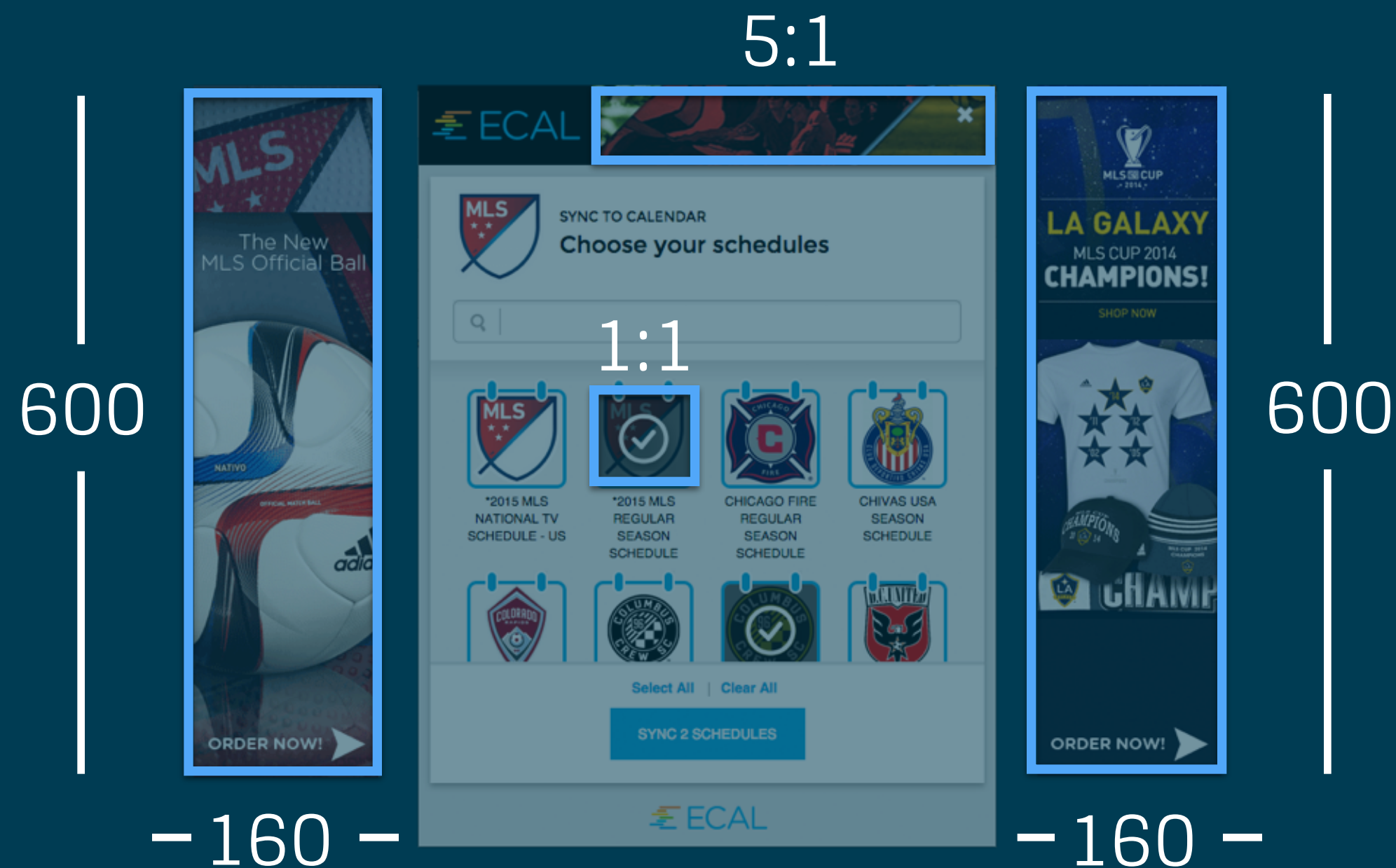
Add the ECAL Subscription Button to the top of your fixture/schedule page. The button will launch over the top of the page.

ADD THE ICON TO YOUR + 'EVENT LISTING'

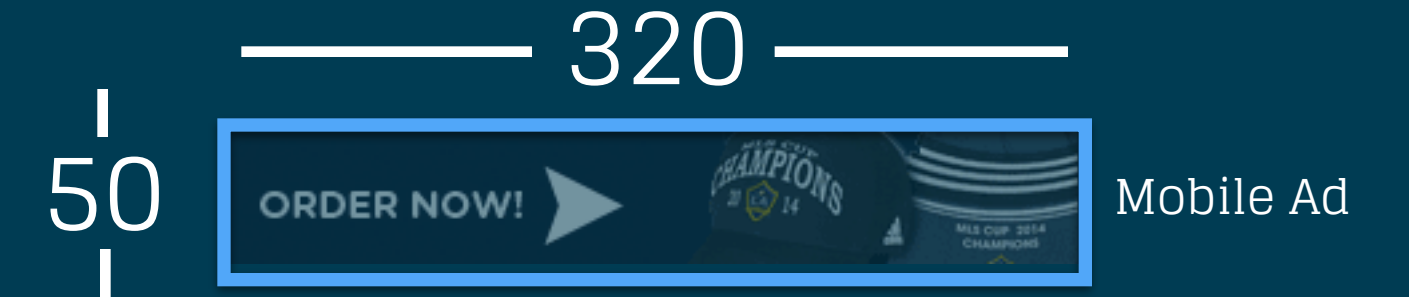
Date	Home Team	Away Team	
5:00PM EDT MLS Regular Season at Orlando Citrus Bowl	Orlando	New York City	ESPN2 WatchESPN ESPN Deportes MLS LIVE MATCHCENTER GET TICKETS
7:00PM EDT MLS Regular Season at Sporting Park	Sporting KC	NY Red Bulls	Fox Sports 1 FOX Deportes MLS LIVE MATCHCENTER GET TICKETS
9:30PM EDT MLS Regular Season at CenturyLink Field	Seattle	New England	Fox Sports 1 FOX Deportes MATCHCENTER GET TICKETS

Add the ECAL Social Icon to all of your individual events, launching the pop-up display.

WHAT YOU CAN ADD + BRANDING



Depending on your eCal account type, you can customise the widget with a masthead banner, skyscraper banners (clickable) and a mobile banner (clickable). The dimensions are shown here, and each is easily uploaded in your eCal admin.



Depending on your eCal account type, you may sell or assign your eCal to a sponsor (or partner), with a range of associated benefits available for you. Note: Any sponsorship is subject to a standard media fee.

COMMERCIALISING YOUR ECAL + SPONSORSHIP

- 1 Naming Rights**

Your eCal can be “powered by (sponsor)” throughout all communications
- 2 Prominent Branding**

Sponsor logo can be featured on your eCal buttons, widgets and applications.
- 3 Integrated Content**

The sponsor can be mentioned in each event entry in the users’ personal calendar.
- 4 Integrated Sales Links**

Sponsor can receive sales link in each event entry, e.g. Find Nearest Store, Special Offer, Shop Online etc.
- 5 Integrated Advertising**

Sponsor can receive ‘skyscraper’ ads on your eCal subscription widget.
- 6 More**

You could also offer branded eCal widgets for the sponsor’s network or access to the customer database.